eCommerce:
Practical Internet Based Strategies to Sell Your Product(s) and Yourself!

Sponsored jointly by Downtown Delaware and the Delaware Emerging Technology Center,
Delaware Technical Community College (Terry Campus) and USDA Rural Development October 2009

eCommerce Training is for early stage entrepreneurs, innovators, and small business owners looking to start or expand a business selling products and/or services via the Internet. After completing the course participants will have been trained to implement advanced uses of the Internet for selling their products and services of their existing business or to establish their own eCommerce business. They will be able to plan for and estimate the cost of the equipment, software, physical facilities and consulting/support services they will need to acquire in order to start and run their eCommerce business.

eCommerce is one of the fastest growing business sectors in the economy today. It is also a geographically un-constrained form of business and has a low cost of entry. Thus, eCommerce is not only a sound business model for entrepreneurs and small businesses in general, but it also offers unique opportunities for entrepreneurs working in small towns and rural areas.

Unfortunately, the knowledge, skills and experience needed for setting up and operating eCommerce businesses are not inherent to many small business owners. Special programs are needed to introduce this innovative business model to entrepreneurs and to train and support them to encourage use of effective marketing techniques utilizing the Internet and to establish eCommerce business or supplement the current sales practices of their existing small business.

eCommerce training Schedule and Agenda

The eCommerce training encompasses a five day course of training that will provide sufficient background for entrepreneurs and small business owners to learn the details of establishing and operating an eCommerce business in which they can actually launch or increase the use of the Internet for the marketing of their business services and products.

Each participant will receive a CD containing all the eCommerce Training initiative's PowerPoint presentations, a copy of the monograph "Main Street Click & Mortar", and a guide to sources of information and websites that provide additional information about various eCommerce topics.

The eCommerce training initiative will take place at Delaware Technical Community College (Terry Campus) over five consecutive weekdays, October 5-9, with five hours of instruction each day. The day will begin at 9:30 AM and end at 3:30 PM, with a one hour lunch break. Lunch is "on your own." Additional time with instructor will be available, in the form of group or individual conferences directly before/after class and through group interaction during training. Maximum class size is twenty five.

The eCommerce training initiative is sponsored by Downtown Delaware, a program of downtown revitalization that utilizes the National Trust Main Street Program model; the Delaware Emerging Technology Center (ETC), a virtual incubator hosted by the DEDO formed to create strong environments for the creation and growth of emerging technology companies; Delaware Technical Community College's Entrepreneurship Center and associated programs and Dover's Terry Campus; and USDA Rural Development via a Rural Community Development Initiative. Both Downtown Delaware and the Delaware ETC are programs of the Delaware Economic Development Office (DEDO).

Day One:
Welcome and Opening Comments: Diane Laird, Downtown DE and Ken Anderson, DE ETC
Overview of the eCommerce Business Model
From "Click" to "Click & Mortar" (Internet to Internet/storefront or other physical location)
Utilizing innovation in products & services (case study downtown retailers –niche market)
Product Sourcing & Wholesaler Relationships

Day Two:
Selecting & Registering Domain Names
Setting up a Website
Website Optimization & Website Marketing
Other Internet Marketing Tools
Site visit to or virtual tour of *The LadyBug Shop* (Retail)

Day Three:
Setting up Your Shopping Cart
Credit Card Processing
Photography for the Website (Selling your products or you!)
Writing to Sell Your Products

Day Four:
Information Management Systems
Inventory Control
Packing, Shipping & Shipping Charges
Legal & Tax Issues in eCommerce
Site visit or virtual tour to *My Bambino* (or alternate field trip to Service provider that successfully uses Internet marketing)

Day Five:
Expanding Your Customer Base Using Social Networking
Secondary Marketing via Shopping Sites & Affiliates
eCommerce Business Exit Strategies
Sources of Continuing eCommerce Support & Information
Recap and next steps

Participants

eCommerce Training is for early stage entrepreneurs, innovators, and small business owners looking to start or expand a business selling products and/or services via the Internet.

Participants should already know basic business fundamentals--such as how to prepare a business plan, how to legally establish a business, how to fund their business, etc.—as these topics will <u>not</u> be covered in this training. (It will be recommended that participants avail themselves of the cadre of DEDO's statewide small business partners to assist with business-related fundamentals prior to or concurrent with participation in this training initiative.) A basic familiarity with personal computers and the Internet is also a pre-requisite. However, participants do not need to have any experience in computer programming or website design and the daily training will not require the use of a laptop.

There will be no monetary cost to participants. Participants will be required to successfully complete and submit the Application by September 28 and commit to attending all five days of training in order to be qualified for selection for the program and if successful, receive a Certificate of Completion.

Bio: Daniel L. Bond

Dan Bond began working in the field of eCommerce and retail sales in 2003 when he and his wife started the LadyBug Shop in Milford, Delaware. From the first this business was designed as a "brick & mortar" Main Street shop with a parallel eCommerce sales effort at www.LadyBug-Shop.com. This retail gift shop focused on products of all types which had a ladybug design element. (The inspiration for the concept was Milford's historical role in promoting the ladybug as Delaware's official state bug.) The shop's sales have grown rapidly over the past six years and the Bonds now employ a full time shop manager.   They have recently launched a second eCommerce retail site www.Turtle-Treasures.com which they may develop into a second retail shop.

Dan believes the "click & mortar" business model is one particularly well suited to the economic revitalization of traditional Main Street business centers. In 2006 he held a workshop on this business model organized by Downtown Milford, Inc. In 2007 he started writing a series of short articles on how to set up and operate a "click & mortar" business on the LadyBug Shop's Blog (which is located at http://ladybugshop.blogspot.com).

In 2009 the Downtown Delaware program (operated by the Delaware Economic Development Office) arranged for Dan to give his "Click & Mortar Workshop" in several cities throughout the state that are part of the Main Street program.

Dan is currently completing a monograph entitled "Downtown Click & Mortar" that presents the case for using eCommerce as a tool for building businesses in traditional downtown and the advantages of clustering these businesses for mutual support and to attract shoppers into the downtown.   In this monograph he also provides instruction on all aspects of setting up and operating an eCommerce business.

Dan received his doctorate in planning and economics from the University of North Carolina at Chapel Hill in 1979.   He has spent his professional career working in both the public and private sectors focusing on international economic development and financing. Throughout his career he used computers intensively and thus developed many of the skills needed for operating an eCommerce business. He has been active in Downtown Milford Inc. since it was started in the early 1990s and currently serves on its Board of Directors.

APPLICATION

eCommerce: Practical Internet Based Strategies to Sell Your Product(s) and Yourself!
Application and attachments must be submitted on line.
Application deadline is September 28, 2009.
Submission instructions

For questions contact:
LeMar Dixon
Emerging Business Technology Specialist Intern
(302) 577-8477
LeMar.Dixon@state.de.us

Name				Name of Business	
Address				**Apt/Suite/Unit Number**	
Town or City		**State**	**Zip**	**Telephone**	
Email address				**Web address**	

Is your business Delaware-based (licensed and practicing primarily in Delaware)? __yes __no

Does your business have 20 or less employees? __yes __no

Does your business have products and/or services that you believe can be marketed and/or sold on the Internet? __yes __no

Briefly describe

Do you currently have a written business plan for your business or proposed business? __yes __no

Please attach a ONE PAGE overview of your business with this application.

Do you have a basic familiarity with personal computers and the Internet? __yes __no

Does your business currently utilize the Internet? __yes __no

Are you committing to attending <u>all</u> five days of training (October 5 – 9, 2009)? __yes __no

Provide several sentences to describe the goals you hope to achieve in enrolling in the eCommerce training?

Is there anything not already on the Agenda that you would like addressed during this training?